

Service Area Plan

Department of Aviation

Financial Assistance for Aviation Promotion (65405)

Service Area Background Information

Service Area Description

This service area provides financial assistance to localities and corporate entities for the promotion of aviation. The service area is designed to contribute to the economic well-being of the Commonwealth as well as increase awareness and stimulate aeronautical activity throughout the Virginia. Examples of support functions include grant-in-aid programs for airport sponsors, support groups and non-profit organizations to address commercial air service development and general aviation services. Results of this service area include public relations, marketing and business plans as well as research and development opportunities for an advanced set of technologies designed to expand general aviation and personal air transportation.

Service Area Alignment to Mission

This service area provides financial assistance in support of the agency's mission to:

- cultivate an advanced, market driven aviation system that is safe, secure and provides for economic development; and
- promote aviation awareness and education.

Service Area Statutory Authority

Section 5.1-1.5 and 5.1-1.6 of the Code of Virginia specify the powers of the Department of Aviation. The Department is responsible for administering the provisions of Chapters 1, 3, 5, and 8.1 of the Code; planning for the development of a state aviation system; promoting aviation in the Commonwealth in the interest of the public; licensing aircraft, airports and landing areas; and providing assistance to cities, towns, counties and other governmental subdivisions for the planning, development, construction and operation of airports, landing fields and other aviation facilities.

Service Area Customer Base

Customer(s)	Served	Potential
Aircraft Owners	3,148	5,710
Aircraft Pilots	19,000	19,000
Educational Institutions	3,500	3,500
General Public and Businesses	7,100,000	7,100,000
Public-Use Airport Sponsors	67	70

Anticipated Changes In Service Area Customer Base

No changes are anticipated to the customer base of this service area.

Service Area Partners

Airport Sponsors and Managers

Recipients of aviation grant-in-aid to develop public relations, marketing and air service development initiatives.

Service Area Partners

VSATSLab, Inc.

Public-private partnership that coordinates research among Virginia companies and universities to develop technologies that enhance and expand utility of the existing general aviation infrastructure.

Service Area Partners

Washington Airports Task Force (WATF)

WATF is the private part of the public-private partnership that ensures the Washington National and Washington Dulles airports attain the financial and services resources necessary to achieve their goals.

Service Area Plan

Department of Aviation

Financial Assistance for Aviation Promotion (65405)

Service Area Products and Services

- Allocations of financial assistance for aviation promotion.

Factors Impacting Service Area Products and Services

- Demand for this service is dependent on the availability of local matching funds.

Anticipated Changes To Service Area Products and Services

No changes are anticipated to the products and/or services of this service area.

Service Area Financial Summary

This service area is supported by the Aviation Special Fund. The Aviation Special Fund derives its resources from aircraft sales and use tax, aviation fuels tax, charges for client use of agency executive aircraft, and miscellaneous sources such as aircraft and airport license fees.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$0	\$1,370,000	\$0	\$1,370,000
Changes To Base	\$0	\$130,000	\$0	\$130,000
SERVICE AREA TOTAL	\$0	\$1,500,000	\$0	\$1,500,000

Service Area Plan

Department of Aviation

Financial Assistance for Aviation Promotion (65405)

Service Area Objectives, Measures, and Strategies

Objective 65405.01

Provide financial assistance for aviation promotion activities

Providing effective financial assistance for aviation promotion ensures that Virginia's airport system is well publicized, contributes to the economic well-being of the Commonwealth and stimulates aeronautical activity throughout the state.

This Objective Supports the Following Agency Goals:

- Products - To identify the Commonwealth's aviation needs and deliver those products and services in a timely manner.
- Perceptions - To increase positive awareness of the agency mission through education and communication.

This Objective Has The Following Measure(s):

- **Measure 65405.01.01**

Ratio of aviation promotion grants executed to the value of allocations available.

Measure Type: Outcome

Measure Frequency: Annually

Measure Baseline: New measure - baseline will be established using FY 2006 data

Measure Target: FY 2007 target will be established using baseline data

Measure Source and Calculation:

This measure is a ratio of grants executed to allocations available to be put under grant during the FY.

Objective 65405.01 Has the Following Strategies:

- Assist the airport sponsor or organization in developing an implementation plan.
- Require timely use of the allocated funds.
- Encourage airport sponsors, managers and aviation organizations to participate in the funding programs.